



Downtown Center Business Improvement District

BOARD OF DIRECTORS MEETING MINUTES October 1, 2008

Board of Directors

Sonny Astani, Robert Cushman, David Damus, Kathy Faulk, Jeffrey Griswold, Kent Handleman, Steve Hathaway, Marc Loge, Anne Peaks, Carol E. Schatz, Patrick Spillane, Daniel B. Swartz, Josh Wrobel, Peter Zen

Absent

Robert Bellack, Barbara Bundy, Frank Frallicciardi, John Goldrick, Robert Hanasab, Kevin Houser, Sandy Nam, Peklar Pilavjian, Steve Provencio, Christopher Pfohl, Colin Shepherd

Staff

Michael Clark, Jacob Holloway, Connie Hwang, Ken Nakano, Bobby Ortiz, Juan Sanz, Alexander Stettinski, Justin Weiss

Guests

None

CALL TO ORDER

Hathaway called the meeting to order without a quorum at 8:09 a.m. A quorum was reached at 8:19 a.m.

PROPERTY OWNER/PUBLIC COMMENT PERIOD ON AGENDA ITEMS

Hathaway opened the meeting to the public for comments, in which there were none.

PRESIDENT'S REPORT

Schatz reported:

Schatz attended a tour, led by L.A. Director of City Planning Gail Goldberg, which included Councilmember Jose Huizar and Councilmember Jan Perry, of San Diego's Gaslamp District trolley system. The group also met with San Diego city urban planners and transportation officials to learn how Los Angeles might benefit from a trolley as it revitalizes the historic Broadway corridor.

Schatz, along with other DCBID Directors, attended the International Downtown Conference in Calgary, Canada. The DCBID met with representatives from the Times Square Alliance, which has successfully reduced homelessness in Times Square, New York, to discuss how Downtown Los Angeles could replicate their success.

The DCBID Board of Directors Retreat took place on August 12, 2008. The Board members resolved that the DCBID management could make alterations to the 2008 Budget; DCBID management could also use fewer than the proposed eight (8) ambassadors that are contemplated in the \$125,000 estimated cost of the program for the fourth quarter 2008.

Schatz provided an update on the Downtown Los Angeles Mobility Partnership (DLAMP) study, which has identified three short-term transportation infrastructure improvements that will be submitted to Caltrans for programming and funding in 2009. The improvements would alleviate northbound congestion along the Harbor Freeway (I-110) and the U.S. 101; ease congestion at the I-10/I-110 interchange; and provide special transit services into Downtown, primarily from West Los Angeles. CCA is currently raising funds for pre-engineering and consulting work to improve transportation in and out of Downtown.

APPROVAL OF MINUTES

Spillane made a motion to approve the Minutes from the October 1, 2008 Board of Directors meeting, which was seconded by Swartz, and the motion was unanimously approved.

COMMITTEE REPORTS

ECONOMIC DEVELOPMENT

Bastian reported:

Downtown Dog Day Afternoon at the Cathedral took place on July 29, 2008. Approximately 400 people and 200 dogs attended the event.

The Downtown Los Angeles Demographic Survey has been finalized and will take place in November 2008. The results will be released in early 2009. The data collected will be used to attract more retailers, restaurants, amenities, and services to Downtown.

The Los Angeles City Council passed a motion that allows taxis to temporarily stop in "No Stopping" zones to pick up passengers. The DCBID will work with taxi companies to promote the availability of taxis in Downtown.

The DCBID will host the First Annual Halloween Party for Downtown LA Kids. The event will be held at FIDM Grand Hope Park and sponsored by Ralphs.

The DCBID hosted the Downtown Residential Managers Association party at Seven Bar & Restaurant. Over 40 people attended the event.

The Economic Development team gave market tours to restaurant, bar, and hotel groups. Notable recruitment efforts included Spicy Pickle, Bin 8945 Wine Bar, Ilan Hall, IndoChien Vien, YAS Fitness, Dodd Mitchell Hotel/Restaurant Group, Tavistock Restaurant Group, Louise's Tattoria, Comme Ca Restaurant, Fantastic Sams, Famima, Panini Café, and Tilted Kilt.

The Economic Development team successfully recruited the following businesses which have either opened or recently signed leases: Famima (Wilshire & Hope), Tommy Pastrami, Origami, Justice Take Segal Karate Studio, Gram & Papas, and Cork Bar.

The DCBID and CCA hosted a tax-credit luncheon to provide Downtown business owners with information on how to take advantage of Downtown's enterprise & empowerment zone tax credits.

The Board discussed the dearth of investment capital for Downtown Los Angeles developers. Damus and Astani agreed to participate on an ad hoc committee to explore possible capital resources.

FINANCE

Clark reported the July 31, 2008 Financials (YTD):

Total Net Revenue:	\$5,162,289
Total Expenditures:	\$2,955,330
Net Surplus (Deficit) From Operations:	\$2,206,959
Other Income (Expenditures):	\$143,385
Net Revenue:	\$2,350,344

A motion was made to approve the July 31, 2008 Financials by Zen, which was seconded by Swartz, and the motion was unanimously approved.

MARKETING

Stettinski reported:

The summer Staycation campaign ended in September. As of August 26th, two local hotels reported additional revenue of \$45,000 as a result of the campaign.

The Ocean Group has been hired to redesign the DCBID website.

The Guide to Downtown L.A. is in the process of being updated and is slated for print in mid-October.

As of September 15, 2008 Starline Tours is operating a hop-on, hop-off tour in Downtown L.A. The tour consists of thirteen stops beginning at Olvera Street and ending at L.A. Live.

The DCBID Ambassador Program will be redesigned to create a hospitality-oriented program with a stronger presence in Downtown.

The DCBID was a Silver Sponsor of this year's Shakespeare Summer Festival. The event was successful, attracting 3,315 visitors.

The DCBID will provide \$10,000 in sponsorship to the second annual Jules Verne Adventure Film Festival, scheduled for Oct. 23-26. The festival will take place at the Million Dollar Theater on Broadway and at the Edison.

The DCBID provided \$15,000 in sponsorship to the Grand Avenue Festival on September 28, 2008. An estimated 25,000 people attended the event.

The 9th Annual Public Safety BBQ will take place on October 3, 2008 at the 7th + FIG Plaza. Proceeds from the event will be donated to the Los Angeles Fireman's Relief Association.

The DCBID will provide \$15,000 in sponsorship to the Grand Avenue Festival, which will take place on Sunday, Sept. 28.

OPERATIONS

Nakano reported:

The Operations Committee met to discuss safety and maintenance issues within the district. The Committee recommended approval of a "Pilot Project" (Project) with LAPD, which will, pending LAPD approval, provide a special deployment of LAPD officers to patrol a strategic DCBID area agreed to by the LAPD and DCBID Director of Operations. The Project specifies that LAPD will provide 2 uniformed officers to work 9 hours a day, 5 days a week for two months on a trial basis. The projected cost of the Project will be \$48,240, which will be funded from the Special Deployment budget (currently at \$59,478). Dependent on the success of the Project, the DCBID may adopt a modified program that will last the duration of the year. The modified form of the Project will consist of 2 uniformed officers to work 5-hour shifts twice a week for 1 year. The projected annual cost will be \$64,320.

Spillane made a motion to approve the Project with the conditions that LAPD establish a baseline deployment of police officers and LAPD approve the Project, which was seconded by Peaks, and the motion was approved.

OLD BUSINESS

No old business.

NEW BUSINESS

No new business.

ADJOURNMENT

The meeting was adjourned at 9:18 a.m.